

## CTIA: Smaato previews "iSOMA" - first in-app mobile advertising platform for iPhone SDK developers

**San Mateo / Las Vegas March 27, 2008** — Smaato Inc. – provider of the SOMA (Smaato open mobile advertising) platform will preview "iSOMA" at the CTIA show next week in Las Vegas in Central Hall booth number #802.

This new addition to award winning SOMA (Smaato open mobile advertising) platform comes now with support for the iPhone SDK (software development kit). In the past weeks since the official introduction of the iPhone SDK Smaato has developed a new way to monetize mobile applications for the iPhone through mobile advertising.

The SOMA API is provided free of charge to the fast growing mobile developer community which generated more than 100,000 downloads of the iPhone SDK in the first 4 days after the release by Apple Inc. The iSOMA SDK will be available for download at [www.smaato.com](http://www.smaato.com) shortly after the CTIA.

Smaato already supports leading smartphone operating systems as well as hundreds of Java ME enabled handsets with native SOMA clients. These include: Symbian, Windows Mobile, Palm, Blackberry as well as Java ME. SOMA is a quick and easy way for mobile developers to ad-enable their applications – whether online (live request) or offline (cached ads) with the support of the iPhone and upcoming Google's Android platform - SOMA covers all relevant mobile platforms.

Leading mobile developers have already implemented the SOMA client and receive ads from international ad sales networks partnering with Smaato including Advertising.com's TSM, fast rising Adconion Media Group as well as Microsoft's Screentonic.



(Smaato picture: iSOMA - the Smaato Open Mobile advertising platform for iPhone developers)

### New showcases at Smaato's CTIA booth in Central Hall #802:

New developer partnerships to be announced at CTIA include: Funambol, Go Life Mobile, MobiComp, Mocondi, MotionApps, Mobifusion, Spotigo, and Spodtronic.

Smaato is showcasing also the latest addition to the SOMA mobile advertising solution. SOMA Wrapper is a service which allows adding different ad formats and placements to existing binary Java ME applications (JAR files). These features include: on start-up and on exit, timer based and between levels. The advertising components are "wrapped" around the JAR file. Touching the source code is not required.

On display at the Smaato booth will also be strategic partner Enough Software, maker of J2ME Polish – the de-facto standard mobile Java development platform – which will show the SOMA for Java integration with J2ME Polish.

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**About Smaato Inc.**

Smaato Inc. ([www.smaato.com](http://www.smaato.com)) is a leading mobile advertising technology company that provides the open mobile advertising platform called SOMA™ (Smaato Open Mobile Advertising) for developers, publishers, ad sales networks and operators. The SOMA platform enables the delivery of targeted display advertising to mobile phones within applications and on mobile sites. SOMA's unique feature is the SOMA client, which is a mobile ad server on the handset that optimizes the process of ad-enabling applications for mobile software developers. SOMA can be easily integrated with 3<sup>rd</sup> party ad sales networks, ad inventory owners (developers, publishers, operators) and ad technology providers.

Smaato is an active member of the Mobile Marketing Association, the dot.mobi Advisory Group and the German digital media association BVDW. Smaato received a Top 100 Private Company award by AlwaysOn Media (US) in January of 2007. Smaato Inc. is based in San Mateo, California. The privately held company was founded in 2005 by an experienced international management team. The European office is in Hamburg, Germany.

A free **white paper** on Open Mobile Advertising is available for download at [www.smaato.com](http://www.smaato.com)  
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